

Corporate Profile

May 2025

About WOK HEY®

The WOK HEY® concept was inspired by the cornerstone of Cantonese-styled cooking and seeks to create a modern interpretation of traditional Asian stir-fry staples. Established in 2017, WOK HEY® is one of the fastest growing kiosk concepts in Singapore till date, with over 40 corporate-owned outlets, in a variety of high foot traffic locations such as shopping malls, office buildings, transportation hubs and mixed-use developments.

WOK HEY® is a modern, fast-casual, kiosk concept offering freshly-made, customizable, value-for-money, fry-to-order wok staples. The concept's unique selling point is in the use of high-quality ingredients, served in a quick, convenient and fuss-free format. As a halal-certified concept, we are also able to reach out to a wider customer base. Beyond Singapore, we've made our first regional expansion into Malaysia in Jan 2022, and have opened 3 outlets till date. There are plans to increase our regional footprints in Asia Pacific and we are in active partnership discussions for several key markets.

WOK HEY® has four distinctive product categories:

1. Egg Fried Rice
2. Shanghai Fried Rice
3. Fresh Ramen
4. Fresh Udon

The Appeal

- Show kitchen is a proven crowd-puller with the ability to attract customers across all races from 20s to 50s
- Outlets are in high foot traffic volume locations, providing convenience for both residential and office crowd
- Affordable entry price points with options for additional ingredients at incremental price points
- Freshly cooked and nutritional Asian comfort food even for those with a hectic lifestyle
- Fast, efficient & eco-friendly stir-fry method reduces wait time
- Delivery-friendly packaging allows product to travel well

Brand Recognition

Consumer Recognition

2019 - WOK HEY® was voted as the winner of Singapore's Best Fried Rice in the Hawker Category in a nationwide online poll conducted by Singapore's broadcasting conglomerate, MediaCorp.

Industry Recognition

2020 - WOK HEY® won Singapore's Most Innovative F&B Brand (Multiple Outlets) at the Epicurean Star Award organized by the Restaurant Association of Singapore.

Pictures and Impressions

Menu Visuals

| 1 | 2 | 3 | 4 |
|--|---|---|--|
| EGG FRIED RICE <small>served with premium Japanese rice, spring onion & eggs</small> | SHANGHAI FRIED RICE <small>served with premium Japanese rice, spring onion & eggs</small> | FRESH RAMEN <small>served with Japanese noodles, cabbage, onion & egg</small> | FRESH UDON <small>served with Japanese noodles, cabbage, onion & egg</small> |
| with Grilled Chicken with Braised Beef with Seasoned Prawns | with Grilled Chicken with Braised Beef with Seasoned Prawns | with Grilled Chicken with Braised Beef with Seasoned Prawns | with Grilled Chicken with Braised Beef with Seasoned Prawns |
|  |  |  |  |

Signature *Opt for healthy premium brown rice at no additional cost

| ADD-ONS | | | | | |
|---|---|---|---|--|---|
|  |  |  |  |  |  |
| Tobiko | Sous Vide Egg | Chicken Chinese Sausage | Asparagus | Broccoli | Brussels Sprout |
|  |  |  |  |  |  |
| Capsicum | Edamame | Kale | Nai Bai | Shimeji Mushroom | Shiitake Mushroom |

Store Visuals



Outdoor standalone format



Indoor shop corner format